

RECTIFYING IMAGE PROBLEMS

RECOMMENDATION 2:

That the federal government, through the use of an effective information campaign, undertake a more concerted effort to communicate directly and effectively to European decision makers that rapid change in the structure of the Canadian economy has occurred. Europeans need to be informed that Canada has now evolved from being primarily a resource-based economy to one that encompasses many modern, knowledge-based industries.

Information campaigns to bring a more contemporary image of Canada to Europeans are already being developed and executed. Branding Canada as an attractive destination for investment capital and technologies as well as a source of value-added goods and services is a high priority. Investment Partnerships Canada views Europe as a prime source of new investment capital and technologies and will extend its updated branding program to that continent.

The Department of Foreign Affairs and International Trade (DFAIT) is executing a public diplomacy strategy to highlight the 25th anniversary of Canada-EU relations. It presents Canada as a modern society and will target members of the European Council, members of the European Parliament, the media, NGOs and European investors. Projects also include visits by members of the European Parliament and conferences on a range of issues.

Missions abroad are developing marketing and communications strategies to reach a wider range of communities, including business, and are being trained in the use of new technologies, including the Internet, to increase the effectiveness and visibility of their full range of activities.